

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.

Ad No. 152-A LONG CIGARETTE-LONGER #10-Bag No. 80194-Page-4-Intro-Broad-Rd x 100 (Info)-National Magazine, 1979

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A long cigarette with Double-Aged Tobacco? That's Basic.



**Only
9mg
tar.**

**Basic 100's.
Double-Aged Tobacco
makes them long on flavor
and short on tar.
Just 9 mg tar.**

All tobacco is aged. But with the Basic blend, selected leaves are aged again. Through a special process called Double-Aging, the leaves are allowed to enrich themselves until they're actually too full flavored for today's smoker.

But it's important to start with all that flavor. Why? So when you take out tar — take it all the way down to 9 mg — you'll still have plenty of flavor left.

That's the Basic idea. Double-Aged Tobacco. With only 9 mg tar.

Get down to Basics.

**Double-Aged Tobacco. Only 9 mg tar.
Also Available in King Size.**

King: 1 mg "tar," 0.8 mg nicotine —
100's: 9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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